

REMARKS

By the foregoing amendments, Applicants have amended the claims as proposed during the telephone interview conducted on October 24, 2007. No new matter has been added.

All of the claims stand rejected as anticipated under 35 U.S.C. § 102(e) by U.S. Pat. 6,917,922 (Bezos). As discussed during the telephone interview, the Bezos patent is commonly owned with the present application, and therefore is not available as prior art for obviousness purposes.

As further discussed during the interview, the Bezos patent does not disclose all of the limitations of any independent claim. For example, with respect to Claim 1, Bezos does not disclose "a cache memory which stores wish lists of users affiliated with the first user while the first user browses the electronic catalog, wherein the notification component accesses the cache memory to determine whether items viewed by the first user are on the wish lists of users affiliated with the first user."

With respect to independent Claim 12, Bezos does not disclose "wherein said monitoring comprises maintaining wish list data of at least some of the affiliated users in a cache, and using the cache to determine whether items accessed by the first user are on electronic wish lists of the affiliated users."

With respect to independent Claim 24, Bezos does not disclose "during said browsing of the electronic catalog, checking cached wish list data of the first user to assess whether items accessed by the second user are on the electronic wish list of the first user."

With respect to independent Claim 33, Bezos does not disclose "maintaining similarity data which indicates similarities between items in the catalog; and when the first user accesses a first item in the electronic catalog, determining whether, and notifying the first user if, the first item is similar to an item on an electronic wish list of an affiliated user, as reflected by the similarity data."

In view of the foregoing, Applicants respectfully submit that the anticipation rejection is improper.

Applicants reserve the right to pursue claims of broader scope in a continuing application, including Claims 1, 12 and 24 as originally presented. In addition, Applicants reserve the right to

Appl. No. : **09/933,277**
Filed : **August 20, 2001**

effectively disqualify Bezos as 102(e) prior art, such as by showing that certain portions of Bezos describe, or are derived from, Applicants' own work. See M.P.E.P. 715.01(c).

If any issues remain, the Examiner is invited to call the undersigned representative at his direct dial number listed below.

Respectfully submitted,

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Dated: October 26, 2007

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